

## **Western Slope Communications, LLC - Issues & Programs 1<sup>st</sup> Qt 2023**

April 3, 2023

Pursuant to FCC Rules and Regulations 73.3256(A)(9), the following programs and announcements were broadcast by KZKS/KAYW/KWGL/KRVG/KRGS and KAVP radio to deal with local and/or regional community problems. They are described herein as to program or announcement type, along with a brief narrative defining the problem and program announcement synopsis. All stations announced events throughout the area with our Community Voice spots. This one minute segment offers federally recognized non-profits a forum to announce their events, free of charge.

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### **Adoption from Foster Care**

There are 415,000 children in the US foster care system. Of those children, 108,000 are awaiting adoption. Since 2004, the campaign has consistently delivered the message that "You don't have to be perfect to be a perfect parent." Using a humorous angle to communicate the seemingly challenging task of adopting a child from foster care, the PSAs reassure prospective parents that even if not "perfect," they have the ability to provide the stability and security that children in foster care need and deserve. The latest series of PSAs in this award-winning campaign ask prospective parents to consider adopting teens from foster care, as older youth are over represented in the foster care population, as they generally wait longer to be adopted. The new PSAs portray humorous scenarios that reaffirm the campaign's notion that being an imperfect parent is "perfectly normal." The PSAs reveal this through special bonding moments such as a loving father as he tries to support and console his teenage daughter during her first breakup, and a resourceful mother who tries different methods of remedying her son's hair cut gone wrong. These new PSAs illustrate to potential parents that teens in foster care don't need perfection; they need the commitment and love a permanent family can provide. Audiences are directed to visit [AdoptUSKids.org](http://AdoptUSKids.org) or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

These 60 second and 30 second PSAs were aired 29 times on KWGL, 40 times on KRVG, 137 times on KAVP, and 40 times on KZKS/KAYW.

### **Buzzed Driving Prevention**

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic "Friends Don't Let Friends Drive Drunk" campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: "Buzzed Driving is Drunk Driving." The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

These 60 second and 30 second PSAs were aired 26 times on KWGL, 30 times on KRVG, 72 times on KAVP, and 31 times on KZKS/KAYW.

### **Discover Nature**

Studies show that when kids spend time outdoors, they become healthier, have lower stress levels and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Our campaign encourages parents and caregivers to reconnect with their family and nature by experiencing it firsthand. Immersive and restorative experiences are available in urban parks, green spaces, and preserves. Through exploration of local forests and parks, kids can build a lifelong connection to nature. The campaign connects families to green spaces in their neighborhood by entering their zip code at [DiscoverTheForest.org](http://DiscoverTheForest.org) or [DescubreElBosque.org](http://DescubreElBosque.org).

These 60 second and 30 second PSA's ran 34 times on KWGL, 43 times on KRVG, 206 times on KAVP, and 32 times on KZKS/KAYW.

### **Fatherhood Involvement**

Having an involved father significantly contributes to happier and healthier children, and this is true whether a father lives with his child or not. The Fatherhood Involvement campaign encourages dads to take an active role in the lives of their children. PSAs ask dads to show off their best moves and "Dance Like a Dad," communicating that their presence is essential to their children's well-being, and that even the smallest moments can make the biggest difference. All PSAs direct audiences to visit [www.fatherhood.gov](http://www.fatherhood.gov) for parenting tips, fatherhood programs and other resources.

These 60 second and 30 second PSAs were aired 42 times on KWGL, 50 times on KRVG, 169 times on KAVP, and 52 times on KZKS/KAYW.

### **Ending Hunger**

These are uncertain times for everyone, but for households facing hunger, the coronavirus fallout—including school closures and job disruptions—can present an even greater threat. Millions of Americans, including children, will turn to food banks for much needed support. As the largest hunger-relief organization in the United States, The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. Updated PSAs encourage audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.

These 60 second and 30 second PSAs were aired times on 18 KWGL, 23 times on KRVG, 165 times on KAVP, and 18 times on KZKS/KAYW.